

the ACTION reporter

American Council To Improve Our Neighborhoods

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Business Using New ACTION Renewal Tool

5 Pilot Cities to Use Evaluator in Studying Local Business Climate

The ACTION Evaluator, a new tool to help businessmen gather and analyze local urban renewal information affecting the business climate in communities in which they operate or plan to locate, has been adopted in five Eastern pilot cities: Bangor, Maine; Holyoke, Somerville and Springfield, Mass., and New Britain, Conn. In every instance, leading businessmen will spearhead the fact-finding efforts, scheduled to begin in February, with ACTION participating.

The ACTION Evaluator, a 28-page copy-righted guide, which is part of a kit of publications, first was introduced at a meeting ACTION conducted with a group of businessmen representing national firms recently. The kit includes sources of aid and other data on urban renewal, and features checklists and a method for scoring what's good and bad in each community. It also points the way for business and industrial leaders to join forces with other community elements—particularly political and citizen organization leadership—to improve business and living conditions.

In Bangor, James Allison, manager of the Sears, Roebuck installation in that city, volunteered at a meeting of leading businessmen to underwrite the cost involved and others present agreed to perform the work entailed in conducting the fact-finding. ACTION is making the Evaluator available at \$10 per copy and will negotiate for on-the-scene help tailored to the needs of the business leaders involved in the "know-for-yourself" studies.

Business and political leadership in Holyoke are combining in undertaking the evaluation on a pilot city basis. Leaders include: Walter Smith, plant manager of General Electric Co., long an urban renewal advocate; Frank Catullo, shopping center owner, who also is president of the Holyoke Chamber of Commerce; Frank Schneider, managing director of the chamber; Daniel O'Connell, contrac-

(See "Evaluator," page 3)

THE ACTION URBAN RENEWAL EVALUATOR

This Is Your Leadership Tool Kit



Your Forum For Leadership

Local Clinic Stirs Interest in Buffalo Urban Renewal Program

Buffalo—More than 200 business, labor, professional and civic leaders attending a day-long local urban renewal clinic here recently heard Mayor-elect Frank A. Seditz, in one of his first after-election speeches, pledge his administration to a dynamic program to revitalize the city.

In subject workshops similar to the sessions conducted by ACTION in its regional clinics, experts discussed ways to combat urban decay, which was called "one of America's most serious and baffling problems."

ACTION's executive vice president, James E. Lash, delivered the principal address at a dinner meeting which closed the clinic, and two ACTION staff members, Leo Molinaro, director, educational programs, and Robert F. Foeller, technical manager, were consultants in the workshop on "The Role of Neighborhood Improvement Groups in Urban Renewal." Mr. Foeller also presented ACTION's visual-aids, "The ABC's of Urban Renewal."

In the workshops, moderators and consultants, who were private and public experts in various facets of urban renewal, narrated their experiences with and answered questions about the roles played by business and industry, private financing institutions, public agencies, building and housing codes and highways and public transit.

(See "Buffalo," page 3)

Return of Reporter Mailing List Postcards Is Requested

In reviewing its mailing list, ACTION recently sent some readers of The Reporter postcards asking them to verify or correct their mailing addresses.

IF YOU RECEIVED SUCH A POSTCARD, be sure to mail back the return portion in the NEXT FEW DAYS. Only those returning postcards will be retained on ACTION's mailing list after February 1, 1958.

If you did not receive a postcard, it is not necessary for you to communicate with ACTION at this time. Your Reporter will continue to be sent to you.

ORGANIZATIONS IN RENEWAL

Below is another statement by a national organization whose activities bear on urban renewal, outlining its program, aims and resources available to local groups working for neighborhood and community improvement:

Home Improvement Council, successor organization to Operation Home Improvement, has as its primary objective the "immediate motivation of the home owner to improve his home," according to Don Moore, its executive director, who announced a \$250,000 home owners' contest beginning January 1.

"The contest, in two six-month phases, is designed to attract the home owner to the subject of home improvement, persuade him to start the projects his home needs, inform him of the benefits, give him specific ideas, and tell him where to start and how to proceed," Mr. Moore

is required to complete an actual home improvement project with the aid of a local Council member.

"Other HIC projects to stimulate home improvement desire will include distrib-

"The Home Improvement Council contest offers citizen organizations—both city-wide and neighborhood—an excellent vehicle for interesting members and other residents of their areas in rehabilitation possibilities," was the comment of Leo Molinaro, ACTION's educational program director, upon receiving details of the HIC program.

ution of two special newspaper sections on repairing and remodeling; preparation of feature articles for consumer magazines, and a motion picture suitable for showings to local groups or on television.

"Consumer-directed materials will be made available through Council members, who also will be provided with information for the home owner on availability of films and printed materials on repair-remodel projects. HIC is enlarging OHI's industry-wide communications function through publication of a bi-monthly newsletter, salesmen's letters and advertisers' letters.

"Also planned are research on size of market and motivations behind various types of home improvements as well as a sales training program to make retail salesmen more helpful.

"On the local level, HIC will provide counsel to contractors, dealers, lenders and other participants and offer special merchandising aids for each major segment of the industry."

"The Provision of Shelter," is by Philip M. Kitznick, Chicago, ACTION Board member, who is chairman of the board, American Community Builders, Inc., and an alternate delegate to the United Nations General Assembly and formerly was commissioner of the Federal Public Housing Authority. In the article he states:

"In the final analysis, what happens in the next 25 years in housing, as in every area, depends on the character of those who will be in positions of leadership. Perhaps it is because I believe that the direction which our society is taking is one of growing concern for the needs of all of its people that I also believe the progress in housing will be a substantial multiple of anything that America has witnessed in any quarter century of the past." (Single copies of "The Annals" may be obtained for \$2 by writing The American Academy of Political and Social Science, 3937 Chestnut St., Philadelphia 6, Pa.)

Private "Seed Money" Spurs Rehabilitation

Cincinnati—Incorporation papers, officially making it a corporation, have been received by the Cincinnati Renewal Corp., an organization using "socially inclined capital" to help conserve the city's older neighborhoods, according to D. Reid Ross, executive secretary of the Better Housing League, one of the Renewal Corporation's stockholders.

The corporation has raised \$50,000 toward its goal of \$50,000 with which it plans to buy and remodel three run-down type homes into modern apartment buildings "to demonstrate to property owners that a good job of remodeling can be profitable and accomplish civic purpose," according to Mr. Ross.

Already, one house has been bought with \$15,000 of "seed money" and work on it is under way in the effort to encourage other property owners to undertake improvement programs, induce new families to buy homes in the area and to reduce population turnover.

The Better Housing League is among organizations behind the corporation. One recent step taken by the League is city-wide distribution of a leaflet asking: "Need A Housing Trouble Shooter?" Addressed to tenants, landlords, case workers, public health and social workers, teachers and housing inspectors, the leaflet invites a call to the Home Advisors of the League for assistance with problems any of these may encounter.

(Single copies of the leaflet may be obtained by writing to D. Reid Ross, executive secretary, Better Housing League of Cincinnati and Hamilton County, Inc., Room 208, 512 West Ninth Street, Cincinnati 2, Ohio.)



For Council members, HIC has prepared a special "membership identification" package, containing details and reproductions of the membership seal, for which home owners will be looking as the contest begins. Other point-of-purchase displays will serve to identify members of HIC.

said. "In the first phase, an entry blank in the form of a checklist will help families organize home improvement by requiring examination of the home's adequacy and write 25 words on why they feel it important to improve the home. Between 400,000 and a million entries are expected in this phase, which runs through June.

"In the second phase, offering a second \$125,000 in cash prizes and scheduled for the July-December period, the entrant

Publication on Metropolis Is Edited By ACTION Researchers

Martin Meyerson, vice president and director of ACTION's research program, and his deputy, Miss Barbara Terrett, collaborated with Paul N. Yivouaker, executive associate, Ford Foundation, to edit the November issue of "The Annals of the American Academy of Political and Social Science," the theme of which is "Metropolis in Ferment."

In a lead article, "Metropolis Lost, Metropolis Regained," Miss Terrett and Mr. Meyerson—who is Williams professor and director of the Center for Urban Studies at Harvard University, point out the essential soundness in urban life which preserves cities. After

examining problems related to planning and action, the authors conclude:

"It will be apparent that these questions are not ones which can be decided by experts or by local governments. They will be decided ultimately in terms of the familiar paradox which is the central strength of the democratic system: The tug and haul, the assertion and compromise of parents, tenants, mortgagors, merchants, industrialists, politicians, labor unionists and professionals, the young and the old, the whites and the nonwhites. They will be decided by inaction as well as by action."

Another of 17 articles in this issue,

Detroit Program Restoring Neighborhoods

City-Wide Participation Brings "Extra Dividend" of Above-Legal Upgrading

Detroit—Simultaneously with redevelopment of worn out areas this city has under way a neighborhood conservation and improved housing program which is so comprehensive—55 middle-aged neighborhoods are involved—and so dramatically and successfully marshals private and public resources as to be the focal point of national attention among the increasing number of people engaged in fighting blight in their own communities.

Tackling the human, physical and financial problems of urban decay, the program is marked by the fact that committees which have been at work for the last four years are made up of private citizens and public officials from the city departments having responsibility for improving urban living conditions.

Work already in order way is one of the neighborhoods—a pilot area known as the Mack-Concord area. There, with \$2,630,874 of Federal funds and half that amount provided by the city, a \$4,000,000 program of public improvement has begun.

220 Financing Approved

Of special interest is the fact that Section 220 mortgage insurance has been approved for the pilot area by the FHA. This makes loans available to property owners and builders for rehabilitation work under terms and in amounts usually obtainable only for new construction. It warrants well for the financing that will be required in the 54 other neighborhoods scheduled for upgrading in the city's 10-year \$373 million neighborhood improvement program. This city-wide program has received executive and legislative approval and the common council has approved the plan of work for the 55 areas as part of the city's master plan.

These approvals are backed by funds, including \$96,560 for planning and administrative costs in five new conservation areas. The pilot area was the first Federally-aided urban renewal project devoted predominantly to rehabilitation which has completed planning and is now in execution.

Public expenditures, however, are only part of the story. While these funds will bring about removal of the worst structures, by spot clearance and the planning



One of the dramatic steps in the city-wide program Detroit is conducting to upgrade housing in middle-aged neighborhoods is illustrated in these photos of the first demonstration home recently opened in the Mack-Concord pilot area. Inside, too, the home was modernized, and the hundreds of inter-



ested citizens visiting the home are informed as to actual costs involved in each of the many steps taken to renovate the home, which has stood since the early 1900's. City officials, businessmen, and neighbors planning their own improvements do the explaining.

of public improvements to fit around them, and there will be five new playgrounds and road blocks and street diversions will discourage through traffic, private enterprise will play the major role in upgrading the neighborhoods. Estimates of the amount of private capital to be expended in the 55 neighborhoods, over and above the city's estimated \$73,000,000, run to \$300,000,000.

In the Mack-Concord pilot area, for example, which covers 38 blocks, 3,080 dwellings and 1,600 other structures, the Detroit Home Improvement Corporation, a non-profit organization, which represents real estate, banking, building, plumbing, electrical, and many other interests, is cooperating with government agencies to buy old homes, in renovating them, and by using them as demonstration homes, the corporation and governmental agencies are motivating home owners in the pilot neighborhood and throughout the city to participate in the rehabilitation work.

Speechleading the "slum prevention" program is the Committee for Neighborhood Conservation and Improved Housing appointed by Detroit's mayor in 1953. Leonard J. Czarniecki is executive sec-

retary of the committee which has as its goal "a blight-free Detroit."

Progress Is Reported

In its latest progress report, issued this fall in connection with a Victory Dinner to mark the opening of a demonstration home which is attracting city-wide attention (see photo), the Committee notes:

Every block in the city has been inspected and classified as "new," "middle-aged" or "old." A basic plan fitted to the needs of each neighborhood has been developed and is being made available to all interested. A separate staff for conservation has been established in the City

Distribution of booklets, pamphlets and other literature and the presentation of slides and other visuals have played an important role in the explanation of the Detroit neighborhood program described in this article. For information on this literature and copies of such portions of it as may be available in sufficient quantity to permit sending it to citizen leaders outside Detroit, write to: Leonard J. Czarniecki, executive secretary, Committee for Neighborhood Conservation and Improved Housing, 352 City-County Bldg., Detroit 26.

Plan Commission and devotes full time to blight prevention.

In discussing the program Mr. Czarniecki emphasizes that the key factors are cooperation, coordination, understanding, helpfulness and compliance. These, he says, tend to pick up the whole environment of the people in the middle-aged neighborhoods which are in varying stages of deterioration, and are producing results which transcend the legal requirements of a housing code.

"Both owners and tenants," Mr. Czarniecki reports, "are responding enthusiastically to our program's compelling suggestion that, by working with neighbors, Detroiters 'can live better where you are.' There already is ample evidence that this program is going beyond the maintenance of minimum standards or the restoration merely of individual structures in blighted sections of the city. These are extra dividends."

In the Mack-Corcoran pilot area, Mr. Czarniecki reports, more than 150 houses have been painted, 125 dilapidated alley structures have been torn down, and a systematic rodent control program has been carried out.

Results Are City-wide

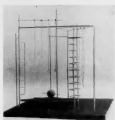
City-wide, too, measurable results are in evidence. A program has been completed for removal of more than 100,000 illegal 55-gallon oil drums from Detroit alleys. The illegal drums were removed without charge by the Department of Public Works. Citizens have replaced the drums with 200,000 legal-sized galvanized receptacles in the campaign in which the Bureau of Sanitary Engineering, which has added 12 new health inspectors, and the Bureau of Smoke Abatement and Department of Buildings and Safety Engineering also cooperated.

This single accomplishment in the neighborhood rehabilitation program, it is estimated, is bringing savings of half a million dollars a year to Detroit's taxpayers.

Observers credit success of the program to two major factors: (1) its concept that conservation of neighborhoods is a responsibility of the municipality through exercise of police powers and the functioning of the departments and agencies related to zoning, building and health regulations, traffic control, vital public services, housing and slum clearance, and (2) the composition of the committees and subcommittees which have been carrying on the work. The committees are made up of both private citizen leaders from all walks of life and officials from the municipal departments involved in the city-wide program.

Seven Major Committees

Seven major committees function in the program: Executive, Planning, Citi-



This is one of the entries in the playgroud equipment portion of the Detroit sculpture contest conducted in connection with the neighborhood conservation and improved housing program.

zens' Participation, Publicity and Public Relations, Financial Problems, Code Enforcement, and Legal.

Dr. Joseph G. Molter, health commissioner of Detroit, is chairman of the Committee on Neighborhood Conservation and Improved Housing and also heads the Executive committee. Other city departments represented on the over-all committee are: City Plan Commission; Detroit Housing Commission; Fire Department; Police Department; Department of Public Works; Department of Buildings and Safety Engineering; Corporation Counsel; Board of Education; Assessor; Department of Parks and Recreation, and Department of Streets and Traffic.

Citizen participation comes through representatives of Detroit Real Estate Board; Builders' Association of Metropolitan Detroit; the Urban League; Future Detroit, Inc.; Construction Industry Council; Board of Commerce; Association of Community Councils; Inter-Group Council for Women; League of Women Voters; Federation of Women Voters; Real Estate Brokers' Association; Council of Churches; Archdiocese of Detroit; Jewish Church Organizations; American Federation of Labor; United Automobile Workers of America, and similar organizations.

On all the subcommittees there are representatives from the city departments and the citizen organizations. Thus, the planning and the conduct of the neighborhood conservation and improvement program are continuously presented to the citizenry not only by officialdom, but by fellow residents of the community.

Since the very beginning, there has been a trained sociologist as a regular staff member of the Detroit City Plan Commission and the Committee for Neighbor-

hood Conservation and Improved Housing. He is Dr. Mel Jerome Ravitz, of the Department of Sociology and Anthropology at Wayne University in Detroit.

Sociologist on Staff

In a number of roles utilizing his particular skills and knowledge, Dr. Ravitz has been actively involved in all aspects of the neighborhood program. He has provided liaison between his own agency and other agencies and groups; initiated and completed social attitudes surveys in the pilot neighborhood; provided a long-range scientific social experiment to test the impact of the conservation program on the attitudes and behavior of area residents; and has been the community relations analyst in achieving understanding by the people to permit and facilitate effectuation of planning programs.

The sociologist became the active community organizer, once the initial surveys were completed, and helped establish procedures for block-by-block organization of the neighborhood. This community organization function, with its accompanying requirements of adult education, providing information both to citizens and city officials, and assisting in the relocation process, has assumed full-time proportions. A separate community organization division has been established within the Plan Commission to devote full time to the inter-related tasks of community organization in conservation neighborhoods. Under Dr. Ravitz this division now has five organizers and a secretary.

Playgrounds Aided

An example of how interest in the neighborhood program has been stimulated throughout the city — even the entire state — is the "Sculpture for Urban Living" competition on behalf of Detroit playgrounds sponsored recently by the Allied Arts Committee of the Detroit Chapter of the American Institute of Architects in cooperation with the City Plan Commission and the Department of Parks and Recreation.

For prizes and to conduct the competition, C. Allen Harlan, Detroit industrialist and civic leader, contributed \$5,000. Thirty-four Michigan artists and sculptors each submitted entries in three categories: a spray pool to be used by young children, a play sculpture and a free-standing sculpture suitable for a park. Nationally-known authorities judged the entries. Prizes were: \$1,500, first; \$1,000, second; and \$500, third; with five honorable mention prizes of \$250 each.

Not only was interest in the neighborhood program maintained throughout competition, but hundreds were attracted to the Detroit Historical Museum to see the entries when they were placed on public display.

"Evaluator"

(Continued from page 1)

tor, and Mayor-elect Samuel Rescio, an attorney.

In Somerville, the chamber of commerce has set up a committee on the Evaluator, with leadership provided by John Donovan, Massachusetts Realtor of the Year, and Richard Kiley, a banker who is president of the chamber.

Edward Jones, executive director of Future Springfield, Inc., and Richard A. Booth, department store owner and associate member of ACTION's Board, are in the vanguard of the movement to use the Evaluator in tackling their community's growth and renewal problems.

The public affairs committee of the New Britain Chamber of Commerce, under direction of Stanley Chichowski, former state senator, and Bernard Kratochewicz, executive vice president of the chamber, is sponsoring use of the Evaluator in the Connecticut community.

The National Retail Dry Goods Association's Downtown Development Committee has endorsed the Evaluator and recommended it to retailers.

Additional information about the Evaluator may be obtained by writing Leo Molinaro, Educational Program Director, ACTION, 2 W. 46th St., New York 36.

Sears Again Offering Planning Fellowships

Chicago—For the second consecutive year, the Sears-Roebuck Foundation has announced a series of graduate fellowships in city planning. The announcement was made by Theodore V. Houser, Foundation president and board chairman of Sears, Roebuck & Company, who is also a member of ACTION's Board of Directors.

ACTION and the American Society of Planning Officials continue to work closely with the Foundation in the establishment and awarding of the grants, which provide up to \$3,000 for a student and \$1,000 for the school. A minimum of 10 grants, including renewals, will be made this year.

The Selection Committee for the fellowship program is comprised of Edwin S. Bardsley, president, Cooper Union; Martin Meyerson, vice president and research director of ACTION, and Dennis O'Hare, executive director of ASPO.

Last year the Foundation awarded five graduate fellowships. This year, applications are being received early, since subsequent recommendations by city planning departments will be accepted no later than March 1.

For information and application forms, write to Sears-Roebuck Foundation, c/o City Planning Fellowships Program, 3333 Arthington St., Chicago 7.

Ad Council Award Winners



New York—Two plaques were awarded by The Advertising Council for the 1957 ACTION campaign when The Council conducted its annual luncheon in Hotel Plaza here November 20. William A. Hart, left, president, Advertising Research Foundation, Inc., received one as volunteer coordinator for the campaign. Young & Rubicam, Inc., received the other as the volunteer agency contributing creative talent for the drive. Shown accepting for the agency are B. T. McKeever, center, and James Watt, Jr., The Advertising Council reports "There are indications of a steady widening in public awareness of the slum problems facing America." The Council also reports the following advertisers have carried on ACTION message nationally on television or radio during the past year: Anheuser Co., Best Foods, British-Meyers, Bridgeport Brass Co., Calgate-Palmolive Co., DuPont de Nemours, Foster-McBarn Co., Gillette Safety Razor Co., S. C. Johnson, Kraft Foods, P. Lorillard Co., Liggett & Myers, Levitt Bros., Procter & Gamble, Phillips Petroleum Co., Pillsbury Mills, Quaker Oats Co., Reynolds Metals.

ACTION Director Receives Award for Public Service

New York—Sidney J. Weinberg, ACTION Board member, received The Advertising Council's fourth annual Award for Public Service at a dinner in the Biltmore hotel here. Secretary of the Treasury Robert B. Anderson was principal speaker at the dinner attended by 800.

A partner in Goldman, Sachs & Company, Mr. Weinberg received the award in recognition of having "contributed notably in public service to the welfare of his country and his fellow citizens." The presentation coincided with Mr. Weinberg's 50th anniversary in Wall St.

In establishing the award, the Advertising Council noted: "The social consciousness of American businessmen is one of the distinguishing marks of the American form of capitalism. It is a quality too little honored."

"Buffalo"

(Continued from page 1)

The clinic was sponsored by the Buffalo Redevelopment Foundation, the Chamber of Commerce and the Buffalo & Erie County Planning Association for the stated purpose of "putting more steam back of redevelopment and rehabilitation." Special attention was devoted to Buffalo's "Ellicott District" project, which since has received URA approval of a capital grant of \$9,164,046. The city's contribution will be half that amount in the \$12,769,719 project embracing 161 acres, where 1,600 of the 2,215 dwelling units are substandard.

In discussing the area, Ralph Saff, chairman, Board of Redevelopment, said: "Included in this area is an extension to a school at a cost of \$1,250,000; a new sewer costing \$300,000, a street widening which will cost \$1,200,000; and enlargement of a park, with a swimming pool, outdoor amphitheater, baseball diamonds, tennis courts, recreation hall and community center at a cost of \$2,500,000."

In his address, delivered at a luncheon session, Mayor-elect Sedita called for cooperation and assistance of all groups, governmental and private.

"Rehabilitation is indispensable in solving the problems of rising governmental costs, a shrinking tax base, urban blight, crime and juvenile hoodlums," he said. "Urban renewal not only will pay for itself, but also will be profitable to the community at large."

George F. Rand, Jr., president of the Buffalo Redevelopment Foundation, asserted, "It is vital for private industry to spark public interest in redevelopment" and that, "private industry in the long run has to put up the money to erect the buildings."

Melvin H. Baker, board chairman, National Gypsum Co., and board chairman of the Buffalo Redevelopment Foundation, reported a committee will follow up on momentum generated by the clinic.

Philadelphia Group Patterns Clinic After ACTION Sessions

PHILADELPHIA—Patterned after the ACTION Regional Urban Renewal Clinics of the past year, the fall meeting of The Society Hill Area Residents' Association (SHARA) drew over 600 citizens to two nights of workshops and other sessions here recently. SHARA's objective, "to make and keep Society Hill a safe, attractive and friendly place to live and work," was the theme of the local clinic, at which speakers and consultants answered questions in addition to leading discussion.

(Write to ACTION for a free copy of "Why Don't You Hold an Urban Renewal Conference?" a step-by-step manual for planning local clinics.)

Reading for renewal

National Publications

"Citizen Organization For Community Improvement"—latest Report from ACTION, describes and explains the most usual procedures for effective organization. These are illustrated with examples from real situations, as reported by operating heads of nine successful organizations in the housing, planning and urban renewal fields in Philadelphia, Pittsburgh, Baltimore, Cincinnati, New York, San Francisco, Dayton, Ohio, and New Haven, Conn. From "Why Organize?" and "What Organizational Form Is Best?" the Report proceeds to such subjects as "Enlisting Support," "The First Meeting," "Committees," and "What About Staff?" In appendices, the Report gives details of two organizations' by-laws and provides a chart for evaluating existing local organizations.

(Available from ACTION at 25 cents per copy; special prices on quantities.)

"Operation Face Lift"—reprint of an article by Roy W. Johnson, ACTION president and vice president of General Electric Company, published in the December issue of TRUSTS & ESTATES, describes the role business and industrial leaders are playing in the growing urban renewal movement, both nationally and at the local level. "No city can afford not to prepare for the future," Mr. Johnson emphasizes. Business and industry, "the so-called hard-headed" elements in our society, must provide major leadership and support for urban renewal, since they have most at stake, the article stresses.

(Available free from ACTION.)

JOURNAL OF HOUSING for October is devoted entirely to the subject of redevelopment. The publication of the National Association of Housing and Redevelopment Officials contains opinions of prominent people in the field on whether redevelopment is moving "too slow or too fast" and articles covering financing, the roles of social workers, planning, highways, citizens, realtors and others.

(Available at \$1 per copy from Mrs. Dorothy Gazzola, editor, Journal of Housing, 1313 E. 68th St. Chicago 37.)

"Lee of New Haven and His Political Jackpot," reprint of an article in HARPER's, relates success story of Richard C. Lee, mayor of New Haven, Conn., who won and has retained that office on the issue of urban renewal. The article is by Miss Jeanne Lowe, former member of ACTION's staff.

(Available free from H. Gordon Sweet, executive director, Citizens Action Committee, 177 Church St., New Haven 10.)

"Philadelphia Story: A New Look," is a reprint from the NEW YORK TIMES MAGAZINE of an article by Aaron Levine, executive director of the Citizens' Council on City Planning, Philadelphia. Mr. Levine tells the story of the role played by the citizens of Philadelphia in the planning and growth of their city.

(Single copies free from Aaron Levine, Citizens' Council on City Planning, 1717 Sanson St., Philadelphia 3, Pa.)

SWAP-SHOP

"State and Local Administration of Housing Regulation,"—is a report by the California State Senate Interim Committee on Governmental Organization. The 52-page booklet includes findings and recommendations of the committee which conducted hearings on the organization of various agencies in the housing field and their inter-relationship.

(Available free from S. J. Berrick, consultant, Senate Interim Committee on Governmental Organization, State Capitol, Sacramento, California.)

"Guide To Better Housing"—is a 20-page mimeographed report distributed to its 240 sections by the National Council of Jewish Women. Designed to help individuals and groups solve some of the housing problems in local communities, the report stresses need for working with other interested citizens for better housing and planning. Appendices include a state-by-state list of citizens' housing and planning associations, a list of available reading materials and 16 mm. films, and where to obtain them.

(Available free from the National Council of Jewish Women, Inc., 1 W. 47th St., New York 36, N. Y.)

"A Program of Action for Decatur, Illinois," Developed from a pilot study made by ACTION, this report makes suggestions for a 10-year program for improving living conditions through constructive community action. These suggestions would be helpful to other communities. Decatur also is subject of recent article in ARCHITECTURAL FORUM.

(Single copies of Decatur program available free from ACTION.)

ACTION

American Council To Improve Our Neighborhoods

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